According to Strategy Analytics 2013 global mobile phone shipments reach 1.7 billion units with 5% growth-- the strongest performance from the industry in at least 2 years.

Exhibit 1: Global Mobile Phone Vendor Shipments and Market Share in Q4 2013 [1]

Global Mobile Phone Vendor Shipments (Millions of Units)	Q4 '12	2012	Q4 '13	2013
Samsung	108.0	396.5	118.0	451.7
Nokia	86.3	335.6	64.8	252.4
Apple	47.8	135.8	51.0	153.4
LG	15.4	56.6	18.7	71.0
TCL-Alcatel	12.4	39.5	18.3	52.0
Others	170.2	616.0	201.6	679.5
Total	440.1	1580.0	472.4	1660.0

Global Mobile Phone Vendor Marketshare %	Q4 '12	2012	Q4 '13	2013
Samsung	24.5%	25.1%	25.0%	27.2%
Nokia	19.6%	21.2%	13.7%	15.2%
Apple	10.9%	8.6%	10.8%	9.2%
LG	3.5%	3.6%	4.0%	4.3%
TCL-Alcatel	2.8%	2.5%	3.9%	3.1%
Others	38.7%	39.0%	42.7%	40.9%
Total	100.0%	100.0%	100.0%	100.0%

Total Growth Year-over-Year %	0.1%	2.2%	7.3%	5.1%

Source: Strategy Analytics

Smartphones account for 990 million of the overall amount, but 2013 shipment growth is slightly down (from 43% in 2012 to 41% in 2013) due to high penetration in major markets such as the US.

As one might expect Samsung leads both overall and smartphone markets, with marketshare reaching 27% and 32% respectively. The analyst predicts the Korean giant might ship 500m (or

half-billion) mobile phones in 2014, cementing further its position as industry titan.

Former leader Nokia retains second place, even as shipments slide by 25% to 252.4m units due to not-good-enough Windows Phone performance and sluggish feature phone demand.

Apple is third in the overall rankings with shipments reaching 153.4m units. However Strategy Analytics points out iPhone growth is down from 46% in 2012 to "just" 13% in 2013 due to lack of presence in the low-end and big-screen smartphone categories.

In 4th and 5th place are LG and, in a Top 5 first, China's TCl-Alcatel.

Exhibit 1: Global Smartphone Vendor Shipments and Market Share in Q4 2013 [1]

Global Smartphone Vendor Shipments (Millions of Units)	Q4 '12	2012	Q4 '13	2013
Samsung	63.0	213.0	86.0	319.8
Apple	47.8	135.8	51.0	153.4
Huawei	10.9	30.2	16.6	50.4
LG	8.6	26.3	13.2	47.6
Lenovo	9.2	23.5	13.6	45.5
Others	77.5	271.3	109.8	373.3
Total	217.0	700.1	290.2	990.0

Global Smartphone Vendor Marketshare %	Q4 '12	2012	Q4 '13	2013
Samsung	29.0%	30.4%	29.6%	32.3%
Apple	22.0%	19.4%	17.6%	15.5%
Huawei	5.0%	4.3%	5.7%	5.1%
LG	4.0%	3.8%	4.5%	4.8%
Lenovo	4.2%	3.4%	4.7%	4.6%
Others	35.7%	38.8%	37.8%	37.7%
Total	100.0%	100.0%	100.0%	100.0%

Total Growth Year-over-Year %	38.2%	42.7%	33.7%	41.4%

Source: Strategy Analytics

[illegible]